



EFFECT OF PRODUCT QUALITY, PERCEIVED PRICE AND ACCESSIBILITY ON CUSTOMER SATISFACTION: AN EMPIRICAL STUDY IN INDONESIAN RESTAURANTS

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Abstract

The purpose of this study is to examine the effect of product quality, price perception and accessibility on customer satisfaction at STEAK 21. With X1 which is product quality, X2 is price perception, X3 is accessibility and Y is customer satisfaction. This study used a survey-based quantitative research design using a sample called purposive sampling with 30 respondents. In this study using primary data or data collected directly from respondents who came to steak restaurant 21 including their perceptions of aspects of product quality, price perception and accessibility with the number of respondents as many as 100 respondents, thus the data collected in this study was 130 data or respondents. Based on the results of the analysis in this study using validity tests, reliability tests, descriptive analysis, data normality tests, heteroscedasticity tests, multicollinearity tests, linearity tests, multiple linear regression tests, t tests, f tests, correlations and coefficients of determination that produce a description, namely, There is a significant influence between product quality (X1) on customer satisfaction (Y) with a significant value of $0.002 < 0.05$, there is a positive influence and significant in the price perception variable (X2) to customer satisfaction (Y) with a significant value of $0.000 < 0.05$ and accessibility (X3) on STEAK 21 also had a significant influence on customer satisfaction on STEAK 21 (Y) with a significant value of $0.002 < 0.05$. Finally, the combined findings suggest that product quality, price perception and accessibility together resulted in a significant influence on consumer satisfaction at STEAK 21.

Keywords: Product Quality, Price Perception, Accessibility, Customer Satisfaction

JEL Classification: M31, O14

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1. INTRODUCTION

At present there is a lot of competition in the field of restaurants in Cibubur, the competitiveness in the restaurant industry is even higher. Providing customer satisfaction is the goal of a service-based company through good service and hospitality so as to create creative service activities, so that the relationship between service providers and customers is well established. In order to create this creative service, entrepreneurs must meet

every guest request in order to attract customer interest.

STEAK 21 restaurant is one of the restaurants that offers imported beef type food in Cibubur and always strives to improve the quality of service and product quality so that customers feel satisfied. This is inseparable from the presence of restaurants that can enliven the competition, including ABUBA Steak and many others. The emergence of these restaurants makes STEAK21 restaurants have

to have more innovation and knowledge about service in order to provide a good definition of the market in order to keep up with changes, and to be able to keep customers from moving to other competitors.

By prioritizing good product quality, STEAK21 pays attention to all the raw materials that will be served to consumers. A product is something that is offered to customers to satisfy a desire or need by attracting attention, acquisition, consumption (Kotler & Armstrong, 2008). The relationship between product quality and customer satisfaction is supported by previous research that states the influence of product quality on customer satisfaction is significant (Harahap, 2017; Sulistyaningrum, 2014).

The price offered by entrepreneurs is considered affordable for customers who come to taste processed imported beef, namely steak. Price is a number of values provided to customers in order to benefit from the owner or user of the product or service. (Kotler & Armstrong, 2008). The relationship between price perception and satisfaction is supported by previous research that says that there is a significant influence of price perception on customer satisfaction (Lestari, 2021; Susanti, 2019)

In addition to price and product quality, there is also an important thing in measuring the level of satisfaction, namely accessibility. The definition of accessibility is an amalgamation of geographically located systems connected by a transport network system (Tamin, 2000). There is a relationship between accessibility and satisfaction supported by previous research by stating that there is a significant effect of Accessibility on customer satisfaction (Wulandari, 2017)

Customer satisfaction in the culinary business is a very important element in order to get more attention. As for the opinion of Kotler & Keller (2008) which states that satisfaction is the feeling of a person who is happy or disappointed because they compare the results with their expectations.

The purpose of this study is to analyze whether there is an influence of product quality,

price perception and accessibility on customer satisfaction at Steak21.

2. LITERATURE REVIEW AND HYPOTHESES

2.1. Product

Product is something that is used as an effort to achieve organizational goals by meeting the wants and needs of customers with a subjective understanding from the manufacturer (Tjiptono, 2019). Product is something that is offered to customers to satisfy desires or needs by attracting attention, acquisition, consumption (Kotler & Armstrong, 2008).

The factors that affect product quality according to Marsum (2005) are flavor, consistency, texture, nutritional content, attractiveness to eye sharpness, attractiveness to the sharpness of odors and temperature. Satisfaction is a result of consumer assessment, of products or services that can provide more or less enjoyment (Sudaryono, 2014). Thus, customer satisfaction is influenced by price, which is supported by previous research (Harahap, 2017; Sulistyaningrum, 2014).

2.2. Price

In economics there are several interconnected concepts, including: theory, understanding, price, value, and utility. Utility is something that is very attached to a good that has the possibility of whether the item can meet the satisfaction, needs and desires of consumers (Alma, 2018).

The price is divided into 2 namely: price in a narrow sense and a broad one. In a narrow sense, price is a number of values that are billed for a product or service, while in a broad sense it is a number of values provided by customers in order to benefit from the owner or user of a product or service. (Kotler & Armstrong, 2008).

In the opinion of Kotler and Armstrong (2017) price indicators are divided into four namely: The price offered is affordable by consumers, the price has conformity to the

quality of the product or service, the price offered has competitiveness with other entrepreneurs.

Satisfaction is a result of consumer assessment, of products or services that can provide more or less enjoyment (Sudaryono, 2014). Thus, customer satisfaction is influenced by price, which is supported by previous research (Lestari, 2021; Susanti, 2019).

2.3. Accessibility

According to Sheth & Sisodia (2012) accessibility is the ability of customers to reach their destination easily. The definition of accessibility is an amalgamation of geographically located systems connected by a transport network system (Tamin, 2000)

According to Tjiptono (2014), accessibility is an area that can be passed or is easy to reach by transportation facilities. Accessibility factors include: Distance, Transportation, traffic flow and access to get to the location.

Satisfaction is the result of consumer assessment, of products or services that can provide more or less enjoyment (Sudaryono, 2014). Thus, customer satisfaction is influenced

by price, which is supported by previous research (Wulandari, 2017).

2.4. Satisfaction

According to Kotler & Keller (2008) satisfaction is a person's feeling that arises from comparing results with customer expectations. Sudaryono's opinion (2014) satisfaction is a result of consumer assessment, of products or services that can provide more or less enjoyment.

According to Irawan (2003) in customer satisfaction has five elements namely, service quality, product quality, price, ease of getting a product or service and emotional.

2.5. Hypotheses

H1: The influence of product quality on customer satisfaction

H2: The influence of price perception on customer satisfaction

H3: The influence of accessibility to customer satisfaction

H4: The influence of product quality, price perception and ccessibility on customer satisfaction

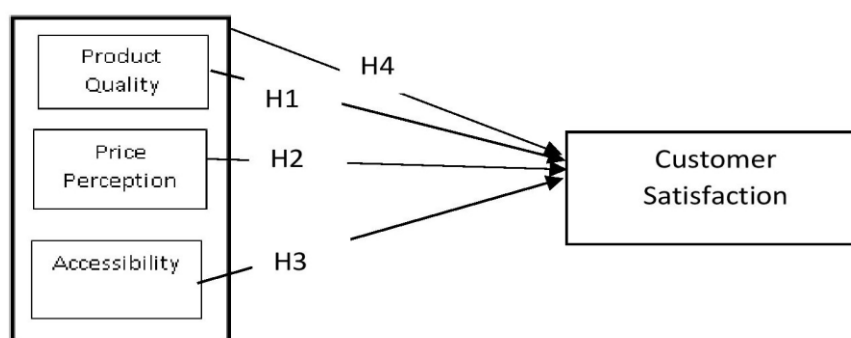


Figure 1. Research Framework

3. RESEARCH METHODS

Quantitative method is a method for research based on the philosophy of positivism. This method is used to examine populations or samples. Research instruments are techniques for collecting data. To test the hypothesis that

has been determined, data analysis that has quantitative or statistical properties is needed (Sugiyono, 2013). In this study, the information obtained by researchers was by collecting data directly from consumers visiting STEAK 21. The researchers' goal was to find out whether the perception of price, quality of service,

product quality towards purchase satisfaction in STEAK 21 and the authors used multiple linear analysis methods to conduct this study.

Table 1. Operational Definition

No	Variable	Definition	Indicators
1	Product Quality (X1)	Product is something that is offered to customers to satisfy desires or needs by attracting attention, acquisition, consumption (Kotler & Armstrong, 2008)	1. Flavor 2. Consistency 3. Textturn 4. nutritional content 5. attractiveness to eye sharpness 6. attractiveness to the sharpness of odors 7. temprature. (Marsum, 2005)
2	Price Perception (X2)	In economics there are several interconnected concepts, including: theory, understanding, price, value, and utility. Utility is something that is very attached to a good that has the possibility of whether the item can meet the satisfaction, needs and desires of consumers (Alma, 2018)	1. The price offered is affordable by consumers 2. the price has conformity to the quality of the product or service 3. the price offered has competitiveness with other entrepreneurs (Kotler et al., 2017)
3	Accessibility (X3)	The definition of accessibility is an amalgamation of geographically located systems connected by a transport network system (Tamin, 2000)	1. Distance 2. Transportation 3. traffic flow 4. access to get to the location. (Tjiptono, 2014)
4	Customer Satisfaction (Y)	According to Kotler & Keller (2008) satisfaction is a person's feeling that arises from comparing results with customer expectations	1. service quality 2. product quality 3. price 4. ease of getting a product or service 5. emotional. (Irawan, 2003)

This research was conducted at the research site to collect important data. Steak21 jabodetabek became the location of the study, which was conducted in February 2023. People calculated in February 2023 based on existing data from Steak21 respondents or customers. Sugiyono (2019) argues that samples can represent populations from attributes or numbers from populations. Steak21 jabodetabek customers are the main focus in this study. The sample in this study was 100 individuals or respondents.

4. RESULTS AND DISCUSSION

4.1. Description of The Respondent

Based on the table above, you can find out the results of the grouping of the most age groups, namely those aged 18-25 years with a total of 39 respondents with a presentation of 39%. From the description above, it can be concluded that customers who make purchases at Steak21 are mostly aged 18-25 years, namely

millennials who are just entering the world of work to enjoy medium-sized products.

Table 2. Description By Age

Age	Sum	Presentation %
< 18 years	26	26%
18 – 25 years	39	39%
> 25 years	35	35%
Total	100	100%

4.2. Validity and Reliability Test

Based on table 3, in order to achieve a significance level of 5%, it is necessary to test the validity of 30 respondents. To measure a variable in the study, a correlation greater than 0.361 is needed for all indicators used. A statement that is greater than r or equal to r table is a true statement.

To ensure that the statements used are not biased, a validity test is needed. In other words, in order for the statement used to measure to be used, it must be valid. The value r measures the true or false of a questionnaire, and thus validity is determined. To test the validity of it, a

computer application called IBM SPSS 20 is needed. The formula to be used to calculate the correlation between the score of each statement (X) against the overall score (Y) is the Pearson Product Moment Correlation.

Table 3. Validity Test

Variable	Number of Statements	Valid	Invalid
Product Quality	6	6	0
Price Perception	3	3	0
Accessibility	4	4	0
Customer Satisfaction	5	5	0

Using Cronbach's Alpha statistical test above 0.6 we can find out how trustworthy or not. In this study, it was proven that the value of Cronbach's Alpha was above 0.6 with the following analytical results: 0.799 for the Product Quality variable, 0.758 for the Price Perception variable, 0.751 for the Accessibility variable, 0.831 for the customer satisfaction variable. So it shows that the questionnaire can be trusted.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Result
Product Quality	0,799	Reliabel
Price Perception	0,758	Reliabel
Accessibility	0,751	Reliabel
Customer Satisfaction	0,831	Reliabel

Data derived from questionnaires distributed to customers will be used in this study, both on the variables of Product Quality (X1), Price Perception (X2), Accessibility (X3) and Customer Satisfaction (Y). Quantitative data is used on each variable to see the number of values in each question asked to respondents with a total of 100 respondents.

4.3. Descriptive Analysis

Data derived from questionnaires distributed to customers will be used in this study, both on the variables of Product Quality (X1), Price Perception (X2), Accessibility (X3) and Customer Satisfaction (Y). Quantitative data is used on each variable to see the number of values in each question asked to respondents with a total of 100 respondents.

Based on the table above, questions from number 1 to number 6 that respondents scored with total agree can be seen in table 5. This is because the dishes served by Steak 21 do have a fairly good product quality. To develop product quality, it is necessary to improve the quality of raw materials. According to the theory (Marsum, 2005).

Table 5. Product Quality

No	Statement	5 (ss)		4 (s)		3 (N)		2 (TS)		1 (STS)	
		F	%	F	%	F	%	F	%	F	%
1	The taste of the dishes served is very tasty and delicious	31	31	62	62	6	6	1	1	0	0
2	The taste of the dishes served is consistent, does not change from time to time	23	23	63	63	13	13	1	1	0	0
3	The texture of the dishes served is very precise (not too soft and not too dense)	21	21	64	64	15	15	0	0	0	0
4	Steak21 dishes have sufficient nutrition	20	20	53	53	26	26	1	1	0	0
5	The aroma of the dishes served is very appetizing	36	36	55	55	9	9	0	0	0	0
6	The appearance of the food served is attractive	22	22	68	68	9	9	1	1	0	0

Based on the data above, it is stated that the price offered to customers is not too problematic, but customers choose to agree with the total (69% for statement number 1, 86% for question number 2 and 77% for statement

number 3). This is because the price offered by Steak 21 is in accordance with the contents of the pocket for the upper middle class, so according to the theory (Kotler et al., 2017).

Table 6. Price Perception

No	Statement	5 (ss)		4 (s)		3 (N)		2 (TS)		1 (STS)	
		F	%	F	%	F	%	F	%	F	%
1	The price of Steak21 food offered is very affordable	17	17	52	52	24	24	7	7	0	0
2	I feel that the price offered by Steak21 matches the quality of the product	18	18	68	68	14	14	0	0	0	0
3	I feel that the price offered by Steak21 can compete with other home steaks	17	17	60	60	22	22	1	1	0	0

Based on the data above, it is stated that accessibility to Steakhouse 21 is easy to pass with the selection of respondents with a total of agree (80% for statement number 1, 88% for question number 2, 81% for statement number 3 and 88% for statement number 4). This is

because visiting Steak 21 is not too difficult because of the many Steak21 outlets that have been spread in Jabodetabek, with this in accordance with the theory according to (Tjiptono, 2014).

Table 7. Accessibility

No	Statement	5 (ss)		4 (s)		3 (N)		2 (TS)		1 (STS)	
		F	%	F	%	F	%	F	%	F	%
1	Adanya ketersediaan transportasi untuk ke restoran Steak21	26	26	54	54	19	19	1	1	0	0
2	Akses untuk kerestoran mudah di lalui	27	27	61	61	11	11	1	1	0	0
3	Keadaan jalanan yang nyaman	21	21	60	60	17	17	2	2	0	0
4	Jarak restoran dekat dengan jalan besar	27	27	61	61	10	10	2	2	0	0

Based on the above data stated that steakhouse customers21 were satisfied with what was offered with the selection of respondents with a total of agree (98% for statement number 1, 88% for question number

2, 75% for statement number 3, 87% for statement number 4 and 88% for statement number 5). This is because the visitors are satisfied according to the factors stated by (Irawan, 2003).

Table 8. Customer Satisfaction

No	Statement	5 (ss)		4 (s)		3 (N)		2 (TS)		1 (STS)	
		F	%	F	%	F	%	F	%	F	%
1	I am very satisfied with the quality of the food served	21	21	77	77	2	2	0	0	0	0
2	I am very satisfied with the friendly service	24	24	64	64	12	12	0	0	0	0
3	I am very satisfied with the price offered	20	20	55	55	24	24	1	1	0	0
4	I feel good about the comfort of the restaurant	20	20	67	67	13	13	0	0	0	0
5	Saya merasa puas dengan kemudahan yang di berikan di Steak21	19	19	69	69	12	12	0	0	0	0

To see whether there is a normal distribution or not in the regression model, dependent variables, independent variables, you must test the normality of the data. If the signification value of the test results in table 4 is obtained a value of $0.084 > 0.05$, then the normal distribution data with substance is found

to be a significance value of > 0.05 . The data analysis shows an assumption of the normality of the data, as shown in the table above.

Table 9. Data Normality Test

One-Sample Kalmogrov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal parameterts^{a,b}	Mean	0E-7
	Std	1,41200356
	Deviation	
Most Differences	Absolute	0,084
	Positive	0,061
	Negative	-0,084
Kolmogorov-Smirnov Z		0,084
Asymp.Sig. (2-tailed)		0,076

To see if in a varied regression model there is a residual, a heterochedasity test is needed. In figure 2, it depicts an arrangement of points that shows the existence of a successful regression model due to invisible heteriskedasticity. Heteroskedasticity will be problematic if the dots are placed regularly and are below zero on the Y axis. Points on the axis do not describe the signs of heteroskedasticity found in figure 2.

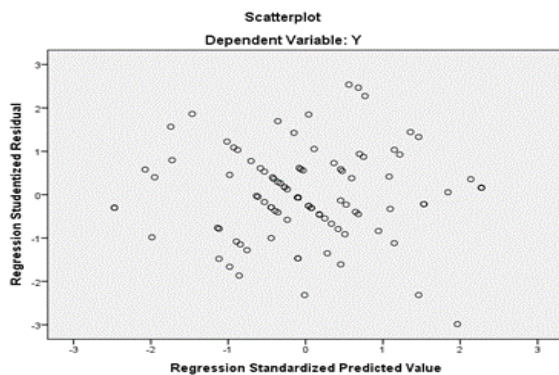


Figure 2. Heterochedasity Test

To see how much influence between two or more on multiple regressions it takes a multicholinerity test (r). In regression models, there can be no relationships between variables. If the variable has no relationship between variables, then it does not occur orthogonal.

Table 10. Multicholinerity Test

Collinearity Statistics			
type		Tolerance	VIF
1	(Constant)		
	Product Quality	0,570	1,756
	Price Perception	0,638	1,568
	Accessibility	0,586	1,708

VIF (Variance Inflation Factor) is a measure used to see signs of multicholinerity when the value is less than 0.1. But when it comes to regression models involving all three variables, multicholinerity doesn't get attention. The results of this study show that the VIF value is above the signs of multicholinerity as follows: product quality has a VIF value of (1,756), for price perception it has a VIF value of (1,568), for accessibility it has a VIF value of (1,708).

As for the tolerance value for product quality of (0.570), for price perception of (0.638), for accessibility of (0.586). For multicholinerity in the regression model to be ruled out then the VIF value must be less than or equal to ten times the deviation standard.

To find out whether there is significant and linear data between the three variables, a linearity test is needed. SPSS version 20 has a significant threshold of 0.05 which means that all three variables are linear, if the result of the linearity test is less than 0.05.

0.000 is the significance value for linearity. Based on the results of data that have been processed using SPSS version 20 states that "The linear relationship between the variables of product quality, price perception and accessibility is considered significant if the value is less than 0.05. So for linear predictions it has been fulfilled.

Table 11. Linearity Test

ANOVA Table						
		Sum Of quares	df	Mean squares	F	Sig
Customer satisfaction * Product Quality	Linearity	296,419	1	296,419	97,324	0,000
Customer satisfaction * Price perception	Linearity	267,766	1	267,766	81,503	0,000
Customer satisfaction * Accessibility	Linearity	246,216	1	246,216	73,463	0,000

Regression between independent variables that have two or more regressions is a reference to multiple regression. There are more than two independent variables, so this is exactly what happens. The following is an overview in the regression model on product quality, price perception and accessibility impacting customer satisfaction.

Table 12. Multiple Linear Regression Test

	Coefficients		
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta
(Constant)	1,374	1,406	
Product Quality	0,342	0,070	0,383
Price perception	0,512	0,112	0,341
Accessibility	0,272	0,088	0,241

The value of the constant ± 1.374 which means that the value on customer satisfaction (Y) is 1.374 if the entire free variable has a value of 0:

1. The product quality value is 0.342 which means that if there is a product increase of 1, then the increase in customer satisfaction is 0.342.
2. Price perception value of 0.512 which means, if there is a price increase of 1, then an increase in customer satisfaction by 0.512.
3. Accessibility value of 0.272 which means, if there is an increase in accessibility by 1, then customer satisfaction increases by 0.272.

The results of the F test obtained significant values of $0.000 < 0.05$ which showed that H4 was accepted Using a level of $\alpha = 5\%$ or 0.05. So it can be interpreted that between the variables of product quality, price perception and accessibility together to customer satisfaction have an influence. If there is a partially significant influence on one of the variables, then simultaneously all variables will affect customer satisfaction.

To find out whether there is an influence of independent variables (product quality, price perception and accessibility) on the dependent variables (customer satisfaction), it must be tested T. by looking at the output results of SPSS, it will be explained by the author.

Tabel 13. T Test

Coefficients ^a			
Model		T	Sig.
1	(Constant)	0,978	0,331
	Product Quality	4,861	0,000
	Price perception	4,585	0,000
	Accessibility	3,110	0,002

a. Dependent Variable: Y

4.4. Discussion

The results of the T test obtained significant values of $0.002 < 0.05$ which showed that H1 was accepted using a level of $\alpha = 5\%$ or 0.05. Sehinnga means that there is an influence between product quality and customer satisfaction. This is in accordance with the research that has been carried out (Harahap, 2017; Sulistyningrum, 2014) which shows that there is a significant influence between product quality on customer satisfaction with a significant value of $0.000 < 0.05$ which means H1 is accepted. With this, it can be concluded that the quality of the products served is delicious or will not affect customer satisfaction, so if the product quality at Steak21 is getting better, it can increase the level of customer satisfaction.

The results of the T test obtained a significant value of $0.000 < 0.05$ which shows that H2 is accepted at a level of $\alpha = 5\%$ or 0.05. How information is interpreted and meaningful by customers is characterized as price perception (Alma, 2018) and in accordance with research that says there is a significant influence between price perception and customer satisfaction which has a significant value of $0.015 < 0.05$ (Lestari, 2021) can be stated that everyone will be happy and satisfied if the price is in accordance with the quality of the food received.

The results of the T test obtained significant values of $0.002 < 0.05$ which indicates that H3 is accepted. Thus Accessibility affects customer satisfaction. Supported by research Wulandari (2017) stated that there is a significant influence between accessibility on customer satisfaction with a significant value of $0.036 < 0.05$. It can be stated that access to a

certain place can determine the level of customer satisfaction, the better the accessibility, the more it increases the level of customer satisfaction.

Based on the results of the research obtained, it is said that, product quality, price perception and accessibility simultaneously have the results of the coefficient of determination and coefficient of determination of 0.813. With this there is an influence of product quality, price perception and accessibility on customer satisfaction at Steak21 with positive and significant results. Of the three variables, there is an ability to diversity in customer satisfaction of 66.1%. In this case, it can be interpreted that the influence of product quality, price perception and accessibility on customer satisfaction from Steak21 with a presentation result of 66.1%, then for the rest it is greatly influenced by other factors such as Promotion, Brand Image and atmosphere with a presentation of 33.9.

5. CONCLUSION

Based on the results of research that has been carried out regarding the influence of product quality, price perception and accessibility on customer satisfaction at Steak21. The conclusion of the study is as follows [product quality (X1) has a significantly significant influence on customer satisfaction (Y), price perception (X2) has a very significant influence markedly on customer satisfaction (Y), ascesibility has a very noticeable effect on customer satisfaction.

Based on the results of the study, it provides several suggestions to increase

customer satisfaction. The following suggestions given by researchers, from the results of the research above, it is known that there is a significant influence between product quality on customer satisfaction, which can mean that the quality of the product or food should not be ignored, because with the decline in product quality, the level of customer satisfaction also decreases.

It is also known that there is a significant influence between price perceptions on customer satisfaction, which can mean that price is not a problem if the price offered is in accordance with the quality of the product or service, if the price offered is high but the quality of the product and service is not improved, then the level of customer satisfaction will decrease.

Accessibility can also increase the level of customer satisfaction which has been proven by the results of the research above which says that there is a very significant influence between accessibility and customer satisfaction. Which means that the easier the accessibility to get to the restaurant, the higher the level of customer satisfaction, but if the accessibility to get to the restaurant such as the road to get to the location is very far from the big highway, there is no large parking area, there is no transportation to get to the location, then the level of customer satisfaction will also decrease.

The results of the study stated that there is an influence of product quality, price perception and accessibility on customer satisfaction together. Which means that the three variables above can increase customer satisfaction together by improving the quality and access to the restaurant.

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